

**SEMINOLE COUNTY GOVERNMENT
AGENDA MEMORANDUM**

SUBJECT: Publication of 2007 Delinquent Tax Lists

DEPARTMENT: Fiscal Services

DIVISION: Administration - Fiscal Services

AUTHORIZED BY: Lisa Spriggs

CONTACT: Cecilia Monti

EXT: 7175

MOTION/RECOMMENDATION:

Authorization by the Board of County Commissioners for the Tax Collector to publish the 2007 Delinquent Tax Lists in the Sanford Herald at the quoted rates.

County-wide

Cecilia Monti

BACKGROUND:

Pursuant to Florida Statutes 197.402, prior to the issuance of tax warrants or sale of tax certificates delinquent personal property taxes must be advertised once and delinquent property taxes must be advertised three times (once each week for three consecutive weeks). The Board of County Commissioners shall select the newspaper in which the advertisements will appear and the Tax Collector must pay all newspaper charges. The proportionate costs of the delinquent tax advertisements are added to the delinquent taxes when they are collected.

The Sanford Herald and Orlando Sentinel newspapers were requested to submit quotes to publish the 2007 Delinquent Tax List for Seminole County. The following legal advertisement rates were submitted:

The Sanford Herald - Quote: \$0.80 per square inch for the first insertion and \$0.60 cents per square inch for each subsequent insertion. This rate is applicable to weekday or Sunday advertisements. The cost per page is \$193.20 and \$144.90 based on 241.5 square inches.

The Orlando Sentinel - Quote: \$4.50 per square inch. The cost per page is \$945 based on 210 square inches.

The 2005 and 2006 Tax Rolls were advertised pursuant to F.S. 197.402(5) in which Seminole County participated in a pilot program requiring the delinquent personal and property taxes to be advertised only once. During these years advertising quotes were received at higher rates with no multi-ad discount. The 2006 Delinquent Tax advertisements were awarded to The Sanford Herald at \$386.40 per page with a final cost of \$30,536. The delinquent tax advertisement for the 2004 Tax Roll requiring the same number of ads as the 2007 Tax Roll was quoted at \$169.05 per page for the first insertion and \$96.60 per page for the second and third insertion (\$0.70 per square inch and \$0.40 per square inch).

STAFF RECOMMENDATION:

Based on the submitted quotes, the Department of Fiscal Services recommends the 2007 Delinquent Tax List be published in the Sanford Herald. The Seminole County Tax Collector concurs with this recommendation.

ATTACHMENTS:

1. Quote Request for 2007 Delinquent Tax Advertisement
2. The Sanford Herald Quote
3. Orlando Sentinel Quote - Per Page Cost
4. Orlando Sentinel Quote

Additionally Reviewed By: No additional reviews

Monti, Cecilia

From: Monti, Cecilia
Sent: Wednesday, January 02, 2008 4:49 PM
To: sparadis@mysanfordherald.com; pfriedrich@orlandosentinel.com
Cc: Spriggs, Lisa; lhedrick@seminoletax.org; Johnson, Dana
Subject: Delinquent Tax Advertisement Quotes

The time frame for advertising Seminole County's 2007 delinquent real and personal property tax list is tentatively set between the last week in April and the third week of May 2008. Per Florida Statutes, the list of delinquent real property taxes must be advertised ***three times*** prior to the sale of the tax certificates and delinquent personal property taxes once, both utilizing parcel identification numbers or other identifying numbers (versus complete legal descriptions).

We are requesting a weekday and Sunday price quote for the advertisement of this listing based on the guidelines set forth in Section 50.061, Florida Statutes, excerpts as follows:

"50.061(1) The publisher of any newspaper publishing any and all official public notices or legal advertisements shall charge therefore the rates specified in this section without rebate, commission, or refund.

50.061(2) The charge for publishing each such official public notice or legal advertisement shall be 70 cents per square inch for the first insertion and 40 cents per square inch for each subsequent insertion, except that:

*(a) In all counties having a population of more than 304,000, according to the latest official decennial census, the charge for publishing each such official notice or legal advertisement shall be **80 cents per square inch** for the first insertion and 60 cents per square inch for each subsequent insertion."*

Seminole County's population is estimated at 420,667.

Please respond via e-mail, providing your proposed quote by **January 4, 2008**.

Thank you.

Cecilia Monti, Financial Manager
Seminole County Fiscal Services

1101 East First Street
Sanford, FL 32771
Work: 407-665-7175
Fax: 407-665-7183
cmonti@seminolecountyfl.gov

Monti, Cecilia

From: Steve Paradis [sparadis@mysanfordherald.com]
Sent: Wednesday, January 09, 2008 4:15 PM
To: Monti, Cecilia
Subject: Quote for delinquent tax publication

Hi Cecilia:

Here is the quote you requested for publishing the delinquent real and personal property tax lists for 2007:

We are proposing 80 cents per square inch rate for the Personal Property Tax List, which will run one time.

We are also proposing 80 cents per square inch rate for the first publication of the Real Estate Tax List and 60 cents on the two subsequent publications.

These rates apply for weekday and/or Sunday publication.

Based on the 241.5 inches of space per page, the price per page would be \$193.20 per page at the 80 cents per square inch rate and \$144.90 per page at the 60 cents per square inch rate.

Please let me know if there is anything else I can do to help with this process.

Thanks.

Steve Paradis

Publisher
The Sanford Herald
Lake Mary Herald
sparadis@mysanfordherald.com
407-322-2611 - work
407-416-7608 - cell

Monti, Cecilia

From: Sloane, Phyllis [PSloane@orlandosentinel.com]
Sent: Friday, January 04, 2008 9:27 AM
To: Monti, Cecilia
Subject: Bid

\$945 per page - each page is 210 inches.

Thanks for calling and looking forward to working with you.

Monti, Cecilia

From: Sloane, Phyllis [PSloane@orlandosentinel.com]

Sent: Friday, January 04, 2008 8:16 AM

To: Monti, Cecilia

Please accept this email as a formal bid for the Orlando Sentinel to publish the 2008 Delinquent Tax Notices for Seminole County.

Our 2008 proposed legal rate is \$4.50 per inch.

If selected, the information would be sent to us electronically and test data would need to be supplied. Additionally, please be aware the page count must go up or down two pages at a time (i.e., if you have 23 pages of data, you will have a 24 page product). You may choose to use the last page in any way you desire - public service message, etc. providing you supply camera ready art.

The Orlando Sentinel appreciates the consideration of Seminole County Government and your office. Please feel free to contact me at 407-420-6002.

We look forward to working with you.

Sincerely,

Phyllis Sloane
Legal Supervisor